

## Home Show 2019 Energy Expo Sponsorship – April 4<sup>th</sup>-7<sup>th</sup>

### Sponsorship includes the following

- Provides for a focused, show segment on energy at the RI Home Show
- National Grid and OER booths will again be placed in the front concourse area of the show - this is the best possible location and provides the greatest visibility for all associated messaging and outreach.
- Energy Expo will be a main section of the RI Home Show and will be included in all of its advertising and promotions. The show advertising expenditure is \$120,000 – 3 week schedule leading up to the show.
  - A coordinated message will be developed with NGRID and OER for the Energy Expo
  - Inclusion in TV advertising
  - Inclusion in Radio advertising
  - Inclusion in Print advertising
  - Dedicated Web pages
  - Dedicated Show Program Pages
  - Dedicated signage at show
  - Floor stickers for Vendors
  - Coupon bill insert with dedicated messaging
  - Dedicated PR campaign. Dedicated special promotions
  - Use of stage if applicable
  - Allocated space for NGRID, OER and affiliated non-profits.
- Special energy related feature and student training – project to be determined jointly with NGRID and OER. The special feature will be part of a workforce development program done in collaboration with all the Career and Tech schools in the State. The goal is to train the future generation of contractors on energy related construction. Potential concepts are an energy saving house exhibit highlighting the cost benefits of ZNE, and / or other related features that align with the energy goals of the State including but not limited to wind energy and solar arrays.
- Fully integrated energy concepts in other showcase features when possible
- 2,000 tickets
- Energy Cash & Carry section – if applicable
- Fully managed by RIBA with content approved by OER and NGRID

***Sponsorship range is from 80k to 100k depending on the size and scope of the features chosen by the EERMC. All monies to be spent on the promotion of energy, student learning and related consumer education.***